

ABSTRACT

Systems and methods for providing personalized internet protocol (IP) services to an IP enabled device residing on a local area network (LAN) are disclosed. The systems and methods utilize an access device in communication with an access provider network, and involve communicating a first IP address to the access device, the first address allowing the access device to communicate with a first plurality of IP service devices through an Internet service provider (ISP), and communicating a second IP address to the access device, the second address allowing the access device to communicate with a second plurality of IP service devices in the access provider network. When the access device receives IP traffic from the IP enabled device it determines whether the IP traffic is addressed to one of the second IP service devices. If yes, the IP traffic is forwarded to the one of the second IP service devices with the second address as a return address. Otherwise, the IP traffic is forwarded to the ISP with the first address as the return address.